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TITLE : MAKEUP COSMETIC

ABSTRACT : PROBLEM TO BE SOLVED: To obtain a makeup cosmetic having excellent finish characteristics such as effects on impartment of a natural glossy feeling and a change of fine wrinkles into an inconspicuous state when applied to skin and excellent in smooth application feel by including a hexagonal platy aluminum oxide and an organic powder and/or a bright powder.

SOLUTION: This makeup cosmetic is obtained by including (A) a hexagonal platy aluminum oxide, (B) an organic powder and/or (C) a bright powder. The average particle diameter of the ingredient A is preferably 0.5-20  $\mu\text{m}$  and the average flakiness (aspect ratio) thereof is preferably 5-40. The crystal structure is preferably  $\alpha$ . For example, the ingredient B is a nylon powder and the average particle diameter is preferably 1-35  $\mu\text{m}$ . The reflectance thereof is preferably 1.3-1.7. For example, the ingredient C is a boron nitride powder and the average particle diameter is preferably 5-100  $\mu\text{m}$ . The contents of the ingredients in the makeup cosmetic are preferably 0.1-50 wt.% of the ingredient A, 0.1-10 wt.% of the ingredient B and 0.1-20 wt.% of the ingredient C.

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